Women: Subjects, Consumers, and Thought Leaders of Media

United Nations Commission on the Status of Women

JULIE ADAMS, MARNIE COLBORNE, ADEN HAMZA, DIANA MASON, AND CYNTHIA VLASICH
1. WELCOME AND INTRODUCTIONS
2. MEDIA OVERVIEW, ACCESS, AND RESPONSIBILITIES
3. SOCIAL MEDIA
4. THE WOODHULL STUDY AND HOW IT RELATES
5. BECOMING A MEDIA RESOURCE
6. QUESTIONS AND ANSWERS
Welcome and Introductions
Sigma Theta Tau International

Mission Statement
The mission of Sigma Theta Tau International Honor Society of Nursing, is advancing world health and celebrating nursing excellence in scholarship, leadership, and service.

www.SigmaNursing.org
Our Speakers

- **Julie J. Adams**, Director of Marketing and Communications, Sigma
- **Marnie Colborne**, Sigma United Nations Youth Representative
- **Aden Hamza**, Sigma United Nations Youth Representative
- **Diana J. Mason**, Senior Policy Service Professor and Co-Director the Center for Health Policy and Media Engagement, George Washington University School of Nursing
- **Cynthia Vlasich**, Director of Global Initiatives, Sigma
- Moderator: **Connie Sobon Sensor**, Sigma United Nations Liaison
Sustainable Development Goals

Today’s discussion encompasses the following United Nations Sustainable Development Goals:

• 3 - Good Health and Well-Being
• 5 - Gender Equality
• 11 - Sustainable Cities and Communities
• 12 - Responsible Consumption and Production
• 16 - Peace, Justice and Strong Institutions
#2

Media Overview, Access, and Responsibilities
A Simple Mass Communication Model

- Sender
- Message
- Channel
- Receivers
- Feedback

Loosely based on David Berlo’s SMCR Model of Communication
Progression of Mass Media

Oral/Written
Print
Film/Radio/Broadcast
Electronic
Digital
Social
Media Barriers and Reach

**Oral/Written**
- BCE

**Print**
- 1454

**Film**
- 1890s

**Radio/Broadcast**
- 1920s

**Electronic**
- 1970s

**Digital**
- 1990s

**Media Barriers**
- Loudest voice
- Ability to write/read

**Reach**
- Hearers/readers
  - village or parish
- Readers
  - small region
- Moviegoers/Listeners
  - TV owners
  - regional/national
- Cable/Sat viewers
  - international
- Smartphone users
  - worldwide

**Technology**
- Studio, technology
  - Formal training
- Less formal training
- Computer
  - users worldwide

**Social Today**
Traditional Mass Media

- Newspapers
- Radio
- Movies
- Broadcast television

- Journalism meant training, ethics, and responsibilities

Today’s Mass Media

- Online and on-demand
- User-generated content
- Influencer blogs
- Partisan news organizations
- Deliberate deception
- Social media

- Not bound by journalistic integrity
Mass Media Can Shape Public Perception

Consider:
- How are women portrayed? How has that evolved over the past century?

Image copyrights: Getty Images, Guardian UK, Telemundo, NBC Universal, Quench SA
When You See How Women Are Portrayed . . .

Image copyrights: GIPHY
Today’s Media Consumers Reinforce Their Biases

- Selective exposure:

Brought to you by Human Nature
DATA NEVER SLEEPS 5.0

How much data is generated every minute?

90% of all data today was created in the last two years—that’s 2.5 quadrillion bytes of data per day. In our 5th edition of Data Never Sleeps, we bring you the latest stats on just how much data is being created in the digital sphere—and the numbers are staggering.

THE WEATHER CHANNEL
- THE WEATHER CHANNEL receives 18,055,555.56 forecasts and requests per minute.
- AMERICAN MAKES $258,751.90 every minute.
- 103,447,520 SPAM EMAILS SENT.

GIPHY
- GIPHY serves 694,444 GIFS per minute.

NETFLIX
- NETFLIX streams 69,444 RS videos per minute.

SNAPCHAT
- SNAPCHAT processes 527,760 phone messages per minute.

LINKEDIN
- LINKEDIN gains 120+ new professionals every minute.

YOUTUBE
- YOUTUBE users watch 4,146,600 videos every minute.

TWITTER
- TWITTER users send 456,000 tweets every minute.

SKYPE
- SKYPE users make 154,200 calls every minute.

INSTAGRAM
- INSTAGRAM users post 46,740 photos every minute.

GOOGLE
- GOOGLE conducts 3,607,080 searches per minute.

BUZZFEED
- BUZZFEED users view 50,925.92 videos per minute.

VENMO
- VENMO processes 51,892 payment transactions every minute.

UBER
- UBER books 45,787.54 trips every minute.

SPOTIFY
- SPOTIFY adds 13 new songs every minute.

AMERICANS
- 2,657,700 GB OF INTERNET DATA USED.

2017 EVERY MINUTE OF THE DAY

The world internet population has grown 7% from 2016 and now represents 3.7 billion people.

With each click, swipe, share, and like, businesses are using data to make decisions about the future. Domo gives everyone in your business real-time access to data from virtually any data source in a single platform for smarter decision making at any moment.

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2017 - Every Minute of the Day

**THE WEATHER CHANNEL**
- Receives 18,055,555.56 forecast requests

**GIPHY**
- Serves 694,444 GIFs

**NETFLIX**
- Users stream 69,444 hours of video

**SNAPCHAT**
- Users share 527,760 photos

**LINKEDIN**
- Gains 120+ new professionals

**AMAZON**
- Makes $258,751.90 in sales

**TUMBLR**
- Users publish 74,220 posts

**WIKIPEDIA**
- Users publish 600 new page edits

**GOOGLE**
- Conducts 3,607,080 searches

**BUZZFEED**
- Users view 50,925.92 videos

**VENMO**
- Processes $51,892 in peer-to-peer transactions

**UBER**
- Riders take 45,787.54 trips

**SPOTIFY**
- Adds 13 new songs

**SKYPE**
- Users make 154,200 calls

**TWITTER**
- Users send 456,000 tweets

**YOUTUBE**
- Users watch 4,146,600 videos

**INSTAGRAM**
- Users post 46,740 photos

**AMERICANS**
- Use 2,657,700 GB of internet data

*Presented by Domo*
A Simple Mass Communication Model

Loosely based on David Berlo’s SMCR Model of Communication
A Modern Mass Communication Model

Incorporating transactional and interactive model elements
Women and Media Access

- Women remain under-represented as protagonists and positive role models in media and in leadership roles in media companies.

- Why participate?
- The media conversation is taking place with or without you.
- Participating in media with a critical eye can help you:
  - Learn
  - Validate
  - Think and challenge your thinking
  - Stay teachable
  - Stretch your mind
  - Impact under-representation
Be a Responsible Media Participant

- Don’t indiscriminately believe (post, retweet) everything you hear, see, or read.
- Know the difference between untrustworthy and reputable sources.
- Check your sources. Has this information been widely corroborated?
- Ask and investigate.

HOW TO SPOT FAKE NEWS

CONSIDER THE SOURCE
Click away from the story to investigate the site, its mission and its contact info.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What’s the whole story?

CHECK THE AUTHOR
Do a quick search on the author. Are they credible? Are they real?

SUPPORTING SOURCES?
Click on those links. Determine if the info given actually supports the story.

CHECK THE DATE
Reposting old news stories doesn’t mean they’re relevant to current events.

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the site and author to be sure.

CHECK YOUR BIASES
Consider if your own beliefs could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site.
#3

Social Media
How many people use the following platforms?

a) Facebook  b) YouTube  c) Twitter  d) Instagram  
e) Whatsapp  f) Qzone
Global Social Platforms

Source: WeAreSocial.com
Who is using Social Media?

The number of social media users continues to increase, with over 350 million new account users over 2017

Regionally

• The Americas (North and South) has the largest portion of their population on social media
• Africa and MENA regions show the most growth of social media users as a % of their population
• Rural communities in the U.S. and Europe often use less social media than urban/sub-urban communities
• Age and level of education are often determinants of social media engagement in U.S. and Europe

Gender Gap?

~50% of active social media users are estimated to be women

But...

Globally the gender gap in access to internet remains

Source: UNWOMEN, Acar (2008), McAndrew (2012), UNESCO (2014), Pew Research Center; ITU; Statista 2015; WeAreSocial.com, Pew Center
Women in Social Media

• Women have the opportunity to use social networks to generate new knowledge, narratives and engage in the marketplace (UN Secretary General; UNESCO)
  • Female bloggers use social media for information, recreation and engagement (Chen)

• “New media” has the potential to disrupt stereotypical narratives (UNESCO; Collins, 2011)

• Women use social media more for relations, expanding networks, social connections and exchanging social information, particularly for the most marginalized (Krasnova, 2017; Women & the Web; Barker 2009)
Barriers

• Online harassment is higher for female social media users (UNWOMEN; Rizwan, 2017; HuffPost)
  • Female journalists are targeted more frequently than men, often experiencing gendered harassment (UNESCO)

• Negative impact on body image/self-esteem/self-confidence

• Access to internet
Social Media and Health

- 31% of healthcare professionals use social media for professional networking (Referral MD, 2017)
- More than 40% of consumers say that information found via social media affects the way they deal with their health (Referral MD, 2017)
- 18-24 year olds are two times as likely to use social media compared to 45-54 year olds (Referral MD, 2017)
- Social media can connect practitioner and patient virtually
Social Media and Health

- The use of Twitter for health promotion and education for Arab women seeking gynecological information (Bahkali, 2015)
- The use of social media connected women affected by spontaneous coronary artery dissection to a doctor, generating the first research study of its kind (Timi, 2013)
- Social media helps debunk stigma surrounding mental health
- Social media helps connect vulnerable populations
- Social media can be used as a resource tool for recruiting participants in studies
Social Media and Youth

- Social media can help develop thought leadership amongst youth and young adults
- Social media can be used for as an empowering tool for raising awareness surrounding important issues

#HashtagActivism
#girlsrising  #weareslient  #IAmAGirl  #womensshould
Social Media and Youth

#YouthnitedNations

#Nurses4theSDGs
Social Media and Nursing

• Policy – Engaging nurses in policy discussion and development

• Education – how social media can transform nursing education

• Practice – how social media can be used in practice

#NursingNow2020
@NursingNow2020
Resources

UNwebtv.org
- NGO Communications workshop – December 2016
- NGO Communications workshop – December 2017
#4

The Woodhull Study and How it Relates

- Nancy Woodhull, Founder and CEO, USA Today
- University of Rochester School of Nursing
- September 1997
- 2 national newspapers, 5 metro daily papers, 4 weeklies, 5 trade pubs
Nurses cited in health-related articles:

• 4% in 7 major newspapers
• 1% in news magazines
• 1% in trade publications
Additional Findings:

- Nurses would have been more germane to many of the stories than sources cited
- Nurses not named in photos
Have we made any progress since 1997? And does it matter?

- Parallels with women’s representation in media

- **Women’s Media Center, 2015:**
  - Women on camera only 32% of the time in evening broadcast news, and write 37% of print news stories.
  - Between 2013 and 2014, female bylines and other credits increased just a little more than 1%.
  - Commentators on Sunday morning talk-shows are more than 70% male.
  - Update to be released soon.
Why Nurses’ Voices Matter

- Holistic views of people and health
- Focus is on the person, not just the disease
- 24/7 with patients
- Patient and family engagement
- Solutions to challenges
Woodhull Study Revisited, 2018

- Phase 1: Replication of original study with Berkeley Media Studies Group
- Phase 2: Qualitative Interviews with health journalists re: experiences with using nurses as sources
- Preliminary Findings from Phase 2:
  - Who responds
  - Nurses are for nursing stories
  - Understanding what nurses do
  - Convincing editors
  - Finding nurses
  - PR/Communications directors
  - C-Suite
Nursing’s Responsibility

- Overcoming fears
- Identifying expertise
- Defining what it means to be an “expert”
- Media training
- Learning to be responsive
- Framing and messaging
- Managing affiliations and approvals
#5

Becoming a Media Resource
Make sure you know WHY you want to become a media resource
Make sure you’re “all in” before you begin:

- This is a demanding role:
- Expectations:
  - Availability
  - Current and Continued Expertise
  - Long-term commitment
Laying the Groundwork:

1. Identify and Claim:
   - Your area of expertise

2. Identify and expand, if needed:
   - Who you are affiliated with:
     - Communities
     - Organizations
     - Groups
     - Your own entities

3. Raise your profile re: your expertise.
   - Get active with your ‘affiliates’ (above)
   - Let your voice be heard related to your expertise:
     - Online posts/articles/videos
     - Presentations (free and paid)
     - Letters
     - Conversations/Word of Mouth
     - Suggest articles
For Broadcast and Print Media:

- Print:
  - Contact the editor and/or reporters;

- Broadcast:
  - Contact the producer, reporters and/or GM

- Premise for your contact:
  1. Suggest stories/provide leads related to your expertise
  2. Add data to what has been written/reported related to your expertise
  3. Offer to be a source for other, similar stories related to your expertise

- Polite, Friendly, Helpful

- Mention your:
  - Expertise
  - Credentials and/or experience that validate your expertise
  - Offer to be a source for other stories
  - Provide contact information*

- You may need to do this on repeated occasions;

- *You must be available when they contact you, they are frequently on a FAST (within hours) deadline.
Where do you live and who are you trying to reach?
For Social Media – design your plan:

BIG QUESTIONS:

1. Who do you want to present yourself as, online?
2. What type of PRESENCE best reflects how you want to present yourself?
3. What areas of expertise or perspective will you provide that people don’t get elsewhere else?
4. What topics will you post about; what issues will you target; what will be your key messages (relate to your area of expertise)
For Social Media – design your plan: next questions

5. Where will you post:
   - Identify the site(s) on which you want to demonstrate your expertise
   - Create a public profile on those sites
   - Consider launch of your own website
   - Consider personal safety walls – not everything you say will be popular
For Social Media – design your plan: next questions

6. How often will you post

7. How much time are you willing to devote to this work

8. What format will you use: short blasts Twitter; Blogs, FB posts, commentaries on various sites, videos/commentary on your sites, responses to articles/other posts

9. Who will you link to (prior posts, other individuals, organizations, etc.) and who will you ‘follow’
Build Your Personal Brand

SELLING BOOKS?
SELL THE AUTHOR FIRST
Remember:
Make sure you know WHY you want to become a media resource.

Make sure you’re “all in” before you begin.
Slides and speaker information

- Presentation available through the Virginia Henderson Global Nursing e-Repository at www.nursinglibrary.org

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#6

Questions and Answers
Thank You!